

JOB DESCRIPTION

Job Title:	Social Media Manager
Ref no:	MKG459-R
Campus:	Hendon
School/Service:	Student Marketing and Recruitment
Grade:	7
Starting Salary:	£40,990 per annum inclusive of Outer London Weighting rising to £48,228 incrementally each year.
Hours:	35.5 hours per week
Period:	Permanent
Reporting to:	Head of Digital
Reporting to Job holder:	Social Media Editor

Overall Purpose:

Engage with the social media community around the Middlesex University brand, with a particular focus on our core audiences to enhance reputation, reach, recruitment and retention.

You will be responsible for the development and implementation of a social media channel strategy which maximises the effectiveness and performance across all the University's social media channels and delivers sector-leading engagement.

Your work will underpin the University's strategic aims to raise awareness, build our global reputation and our community, whilst ensuring recruitment of the right quantity and quality of students. And you will do this through examining our needs and priorities and identifying the role of social media in addressing these.

You will advocate the appropriate use of social media within academic departments, other University services and departments as well as the broader international campuses, providing relevant expertise and guidance in the management of these channels.

You will ensure social media channels are fully embedded in organic and paid-for campaign activity and work with key stakeholders within the Marketing and Communications teams and across the institution to plan, create and curate social media content.

Principal Duties and Responsibilities

Social Media Management

Develop a social media channel strategy and plan which maximises effectiveness of all social media channels, drives personalisation and engagement and which increases the University's reach and reputation and underpins the delivery of the University's strategic plan, defining appropriate metrics and evaluation criteria which represent success

Own the day-to-day management and development of social media for Middlesex core channels, including content deployment, use of social media management tools such as Sprout Social, and moderation across Facebook, Twitter, YouTube, and other channels

Drive online participation with a community of over 300,000 followers and advocates including potential and current students, wider-stakeholders and influencers to communicate our brand externally in a positive, authentic way on social media, driving engagement with the University's strategic aims

Empower our community and engage with key influencers by providing technical and best practice guidance to all areas of the University, including academic departments, to help ensure all social media accounts are run to the best professional standards and in support of the University's aims, ensuring impact is maximised

Agree and implement response protocols, outlining a monitoring and moderation framework to make the best use of skills and expertise of the wider marketing team and University, providing training where required

Ensure appropriate social listening activity and analytical tools and techniques as part of a framework which seeks out those with greatest potential to engage with Middlesex, proactively starting a conversation with them and converting them from listener to engaged follower and advocate

Work with the Applicant Services team to ensure social channels are appropriately utilised in enquiry resolution, and work as an effective lead generation tool

Lead on the development of social media elements of key University campaigns, including using insight to advise on appropriate creative and messaging with the aim of supporting the whole student recruitment journey for all levels and cohorts

Lead on the use of social media for effective internal communication, building advocacy amongst staff and current students engaged with social media to drive greater reputation and reach

Lead on and manage our social media response to crisis situations

Propose and incorporate relevant social media activity into wider marketing activities, reporting on the level of reach and engagement achieved

Lead virtual teams across the University to ensure the delivery of social strategy

Engage with regional campuses and regional recruitment teams where appropriate to drive local engagement.

Social platform endorsement and stewardship

Continually survey the social media landscape to identify new platforms and opportunities to grow reach and drive engagement with the University's target audiences

Develop social media guidelines and provide training to colleagues and other stakeholders on how to make the most of digital engagement platforms

Identify and proactively establish social media marketing partnerships with relevant external parties and organisations.

Content Creation

Working with the Brand and Creative team, contribute to the University's wider Content Marketing strategy and its implementation

Provide guidance on appropriate content planning, channel selection and creation, based on evidence of social engagement on Middlesex's and sector leading social channels

Work with the Brand and Creative team to create innovative content to engage social media audiences

Identify appropriate micro-influencers and influential stakeholders across our social media channels, promoting appropriate engagement with them

Engage students and other contributors to create editorial and multimedia content for core social media channels

Regularly review and track results from particular types of content and platforms, and evolve plans accordingly

Develop and own the content calendar for core social media channels, working across Marketing and Communications teams and the Commercial Group to ensure appropriate strategic needs are met

Provide insight and recommendations into content production briefs from a social media perspective

Ensure that the tone of voice, quality of content, and brand values are communicated on our digital engagement platforms.

Reporting and best practice

Provide regular reporting and analysis on social media activities and engagement with key audiences to the Commercial Group and wider stakeholders, within framework agreed by Head of Digital Marketing, evaluating the effectiveness of the activities against objectives and refining strategies and plans accordingly

Monitor competitor social media activity and identify best practice in the sector, making recommendations for content creation

Manage the social media budget

Keep abreast of latest social media trends, techniques and methods of engagement beyond higher education.

Any other duties required by the Head of Digital Marketing or Director which are commensurate with the grade of the post.

Person Specification

Job Title: Social Media Manager

Campus: Hendon

Selection Criteria:

Essential

Degree level or equivalent experience

Significant proven experience of developing and delivering impactful social media activities and campaigns

Experience of using analytical tools and social media management platforms

Experience of driving growth and engagement in online communities

Ability to set appropriate measures for success and robustly evaluate activities and projects against these

Strong organisational and communication skills

Evidence of effective working with a wide range of stakeholders to plan, create and curate content for social media

Strong experience of creating social media content for a variety of audiences and channels

Demonstrable commitment to fairness and the principles of equality and inclusion.

Desirable

Understanding, exposure or interest in the HE market

Membership of a relevant digital marketing professional body

Experience of line management

Proven track record in community management

Competency in web writing skills

Experience of social media crisis management

Experience of developing social media strategies.

MU Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

Annual Leave: 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Cassie Williams, Head of Digital, c.williams@mdx.ac.uk.